

ORDER



Orders
Order / Rev: 704355
Alt Order #: 06262066
Product Desc: AMERICANS FOR PROS
Estimate: 1873
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/03/12 / 08/06/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans For Prosperity
Demographic: A50+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	31	\$7,220.00	\$6,137.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	31	\$7,220.00	\$6,137.00	0.00
Totals	31	\$7,220.00	\$6,137.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	8%	\$7,220.00
Market	100%	\$90,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$4,512.50
WCWJ	0%	\$0.00
WJXT	30%	\$27,075.00
WTEV	27%	\$24,367.50
WTLV	30%	\$27,075.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/28/12	08/31/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	- TWTF - -	:30	3	\$115.00	P-3	0.00	NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF - -		3				\$115.00		0.00			
2	WJXX	08/28/12	08/31/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	- TWTF - -	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- TWTF - -		4				\$125.00		0.00			
3	WJXX	08/28/12	08/31/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	- T- TF - -	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	- T- TF - -		3				\$275.00		0.00			

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	08/28/12	08/31/12	Nightline Nightline	CM	M-F 11:35p-12:05a- TWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- TWTF--		3		\$200.00		0.00				
5	WJXX	08/28/12	09/02/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p - TWTFSS	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- TWTFSS		5		\$200.00		0.00				
6	WJXX	09/01/12	09/01/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footb	CM	Sat FCN News We- - - - - S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - - S-		1		\$175.00		0.00				
7	WJXX	09/02/12	09/02/12	First Coast News On Point First Coast News On Point	CM	First Coast News C- - - - - S	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - - S		1		\$40.00		0.00				
8	WJXX	09/02/12	09/02/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6- - - - - S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - - S		1		\$150.00		0.00				
9	WJXX	09/02/12	09/02/12	Sun Prime A America's Funniest Home Videc	CM	7-8p - - - - - S	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		2X MAX/DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - - S		2		\$600.00		0.00				
10	WJXX	09/02/12	09/02/12	Sun Prime Other 2nd Progm Extreme Makeover: Weight Los	CM	9-11p - - - - - S	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		2X MAX/DAY												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - - S		2		\$700.00		0.00				
11	WJXX	09/02/12	09/02/12	Sports Final 11:30p-12a	CM	1130p-12a - - - - - S	:30	1	\$70.00	P-3	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	- - - - - S		1		\$70.00		0.00				
12	WJXX	09/03/12	09/03/12	GMJ M-F 6a-7a	CM	M-F 6a-7a M- - - - -	:30	1	\$115.00	P-3	0.00	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M- - - - -		1		\$115.00		0.00				
13	WJXX	09/03/12	09/03/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a M- - - - -	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M- - - - -		1		\$125.00		0.00				
14	WJXX	09/03/12	09/03/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p M- - - - -	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M- - - - -		1		\$275.00		0.00				
15	WJXX	09/03/12	09/03/12	Nightline Nightline	CM	M-F 11:35p-12:05aM- - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M- - - - -		1		\$200.00		0.00				
16	WJXX	09/03/12	09/03/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p M- - - - -	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	M- - - - -		1		\$200.00		0.00				
												Totals	31	\$7,220.00